**WCAU Courts Streaming Viewers With ‘The Lineup’**

The NBC O&O in Philadelphia just launched a news program developed especially for an audience that is doubling every year — streamers. Case in point: The Lineup, a new bite-size, mini newscast from NBCU-owned WCAU in Philadelphia. It runs between 7 and 10 minutes long weekday mornings at 9 as a streaming-only offering on WCAU’s branded NBC10 apps on Roku and Apple TV.

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[*https://marketshare.tvnewscheck.com/2021/02/01/wcau-courts-streaming-viewers-with-the-lineup/?utm\_source=Listrak&utm\_medium=Email&utm\_term=WCAU+Courts+Streaming+Viewers+With+%e2%80%98The+Lineup%e2%80%99&utm\_campaign=Stations+Project+Core+Ads+To+Rise+In+2021*](https://marketshare.tvnewscheck.com/2021/02/01/wcau-courts-streaming-viewers-with-the-lineup/?utm_source=Listrak&utm_medium=Email&utm_term=WCAU+Courts+Streaming+Viewers+With+%e2%80%98The+Lineup%e2%80%99&utm_campaign=Stations+Project+Core+Ads+To+Rise+In+2021)

*Image credit:*

[*https://media.tvnewscheck.com/wp/content/uploads/sites/3/2021/01/Keith-Erin-The-Lineup-Studio-wide.jpg*](https://media.tvnewscheck.com/wp/content/uploads/sites/3/2021/01/Keith-Erin-The-Lineup-Studio-wide.jpg)